

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 12592 120408Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 TRSE-00 CTME-00 PA-02
ICA-20 CIAE-00 INR-10 NSAE-00 L-03 /056 W
-----098273 130324Z /62
R 120310Z JUL 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 9515
INFO USDA FAS WASHDC

UNCLAS TOKYO 12592

FOR USDA PASS TOBACCO & SEEDS, FMD

EO 11652: N/A
TAGS: EAGR
SUBJECT: JTS PERMITS AD FOR IMPORTED CIGARETTES IN
- JAPANESE PRESS

REF:TOKYO 6068

1. THE JAPAN TOBACCO & SALT PUBLIC CORP (JTS) RECENTLY PERMITTED FOREIGN TOBACCO COMPANIES TO ADVERTISE THE JULY 1 PRICE REDUCTIONS IN JAPANESE LANGUAGE NEWSPAPERS. JTS RESTRICTED THE ADS TO THE FIVE LEADING NATIONAL NEWSPAPERS PERMITTING ONE AD PER BRAND PER PAPER. WHILE SOME ADS DID CONTAIN STATEMENTS OF A PROMOTIONAL NATURE UNRELATED TO THE PRICE REDUCTIONS, NO WORDING INTENDED TO ENCOURAGE INCREASED SMOKING WAS PERMITTED.

2. THE JTS ACTION BREAKS WITH LONG HELD POLICIES PROHIBITING ANY FOREIGN BRAND ADS IN THE JAPANESE LANGUAGE PRESS. LAST FEBRUARY THE USG REQUESTED THROUGH THE TRADE FACILITATION COMMITTEE THAT JTS LIBERALIZE ITS RESTRICTIONS ON IMPORTED TOBACCO PRODUCTS INCLUDING ADVERTISING RESTRICTIONS, AND THE RESPONSE WAS NEGATIVE. JTS HAS EVIDENTLY REEVALUATED ITS PREVIOUS STAND AND
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ALLOWED FOR SOME FLEXIBILITY.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: IMPORTS, TOBACCO, ADVERTISING
Control Number: n/a
Copy: SINGLE
Draft Date: 12 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO12592
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780286-0685
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780767/aaaacelo.tel
Line Count: 56
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 92cc7e76-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 TOKYO 6068
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2029257
Secure: OPEN
Status: NATIVE
Subject: JTS PERMITS AD FOR IMPORTED CIGARETTES IN - JAPANESE PRESS
TAGS: EAGR, EPAP, SOPN, JA
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/92cc7e76-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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